Words That Move

Study how a public message guides an audience toward a decision.

12.P.AC.2.b "Craft words and phrases in order to influence the responses, thoughts, decisions, and questions of the target audience and achieve a specific purpose. (I/C)"

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline the phrase that frames the choice riders face now. Circle the one sentence that asks the board to take an exact formal action, including a meeting date.

A Shelter Proposal for Riverton

1 Members of the Riverton Transit Board, the wait for a bus should not force riders to choose between heat and safety. At the Maple Avenue stop, people now stand beside a six-lane road with no shade, bench, or barrier from spray during storms. Older adults, parents with children, and workers finishing late shifts use this stop every day. A covered shelter would not be a luxury. It would be a public service that tells riders their time and well-being matter. I ask you to consider what the stop communicates now: endure the weather or find another way to travel.

2 Some board members may worry that shelters cost too much or serve too few people. That concern deserves a practical answer. The city already collects ridership counts, so staff can place the first shelters where long waits and high use overlap. Begin with Maple Avenue, Cedar Clinic, and East Market, then publish the costs, installation dates, and rider feedback. This limited approach protects the budget while producing evidence for later choices. It also replaces a vague promise with a visible test. When residents can see where money went and how riders benefited, they can judge the program on results rather than assumptions.

3 Riverton has funded street repairs and lighting because public spaces work best when basic conditions are reliable. Bus stops deserve the same standard. A shelter cannot solve every transit problem, but it can make a necessary trip more predictable for someone carrying groceries, recovering from an appointment, or heading home after dark. The proposal is deliberately modest: ten shelters, chosen with public ridership data, followed by a report to the board in six months. Approve the ten-shelter pilot at your May meeting and require the six-month public report before considering expansion.

2 ANSWER WITH EVIDENCE

Use the passage

1. Who is the target audience, and what exact decision does the writer want that audience to make?

2. How does the phrase “not be a luxury” influence the board’s view of the proposed shelters?

3. What concern does the second paragraph anticipate? Identify two details the writer uses to answer that concern.

4. Why does the writer call the proposal “deliberately modest” before requesting approval?

3 YOUR TURN

Your own words

Write an 80-100-word email to your school principal requesting one improvement to a shared school space. Include a phrase that makes the need urgent, acknowledge one concern and answer it with a feasible plan, and end with a sentence requesting a specific action.

ANSWER KEY

Words That Move

GRADE 12 · 12.P.AC.2.b

PART 1 · READ AND MARK

Underline the phrase that frames the choice riders face now. Circle the one sentence that asks the board to take an exact formal action, including a meeting date. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	Who is the target audience, and what exact decision does the writer want that audience to make?	**The target audience is the Riverton Transit Board. The writer wants it to approve a ten-shelter pilot at the May meeting and require a public report in six months.**
2	How does the phrase "not be a luxury" influence the board's view of the proposed shelters?	**It reframes shelters as a necessary public service rather than an optional extra.**
3	What concern does the second paragraph anticipate? Identify two details the writer uses to answer that concern.	**It anticipates concern about cost or limited use. The writer proposes using ridership counts to choose busy stops and publishing costs, installation dates, and rider feedback.**
4	Why does the writer call the proposal "deliberately modest" before requesting approval?	**The phrase makes the pilot seem limited, manageable, and less financially risky while showing that the board will receive evidence before expanding it.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

Principal Chen, our cafeteria's water-fountain line leaves students choosing between arriving late to class and going thirsty after lunch. A bottle-filling station near the cafeteria would shorten that line and reduce the plastic bottles that overflow nearby bins. You may be concerned about installation costs. Start with one station, use maintenance funds already set aside for plumbing repairs, and track bottle use for one semester. Please approve one cafeteria bottle-filling station by October 1 and review the usage report in February.

Accept equivalent explanations that accurately connect the writer's word choices to the board's likely concerns, values, or decisions. For the open response, accept varied school improvements if the response meets the word count and includes all required persuasive moves.